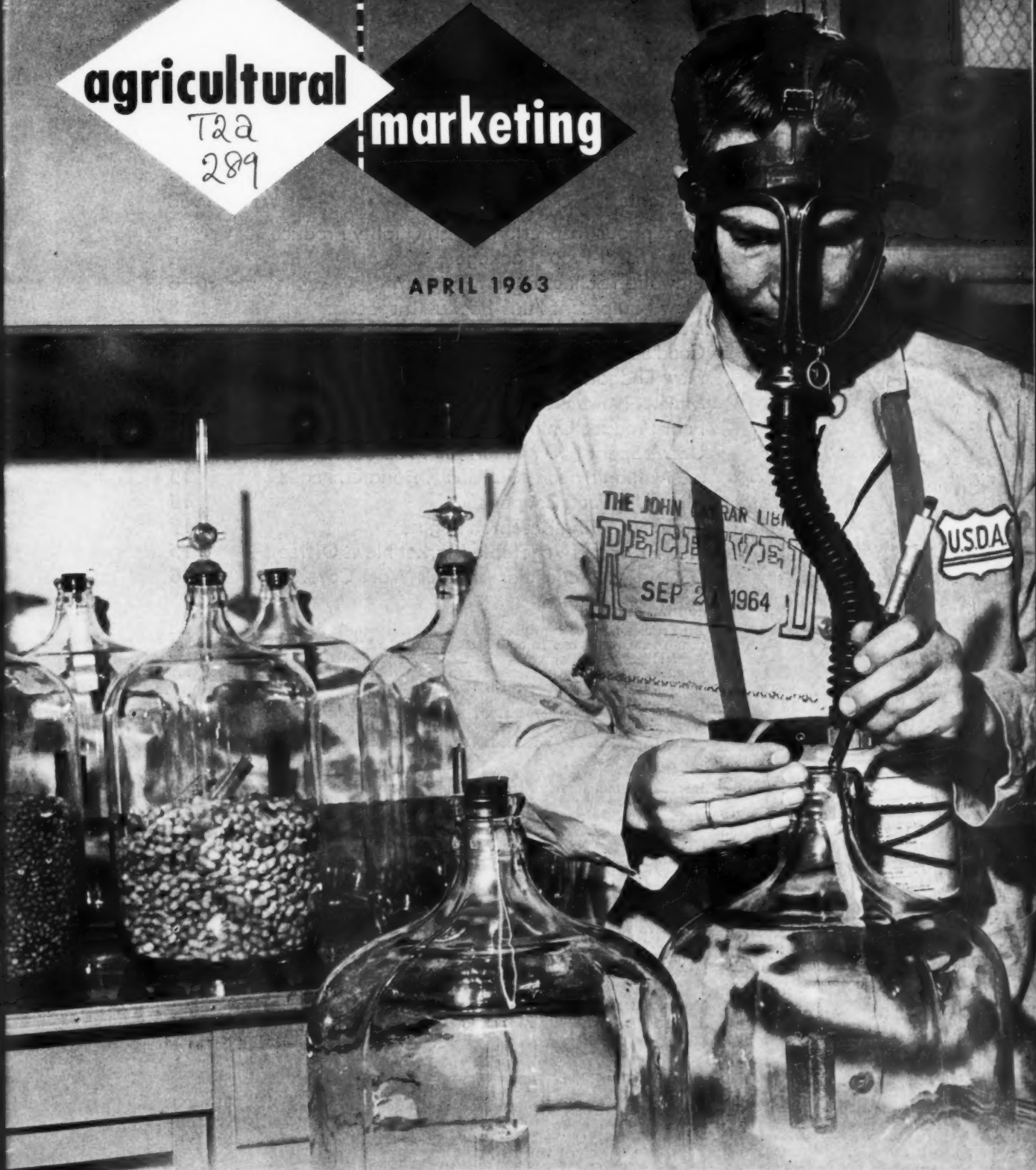


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APRIL 1963



U. S. DEPARTMENT OF AGRICULTURE • AGRICULTURAL MARKETING SERVICE

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Cover page

Insecticides and fumigants used to protect grain in enormous elevators may have been originally tested in small-scale trials in glass jars such as those on the cover. Marketing researchers in the USDA's Agricultural Marketing Service often test promising new chemicals on a small scale. In a typical test, AMS Marketing researcher Robert L. Kirkpatrick introduces a small quantity of fumigant from a calibrated microsyringe into a jar. Insects used in the tests are contained in a cylindrical wire cage suspended from the neck of the jar. Gas mask protects researcher from accidentally inhaling potent fumes. Such basic studies lead to more effective use of the fumigants we now have, and to the discovery of new ones that are safer and more effective in protecting foods against stored-product insects. The AMS Market Quality Research Division conducts this kind of research in eight laboratories across the country, using farm products attacked by insects during storage.

Editor, MILTON HOFFMAN
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AGRICULTURAL MARKETING is published monthly by the Agricultural Marketing Service, United States Department of Agriculture, Washington 25, D.C. The printing of this publication has been approved by the Bureau of the Budget, March 18, 1959. Yearly subscription rate is \$1.50, domestic; \$2.25, foreign. Single copies are 15 cents each. Subscription orders should be sent to the Superintendent of Documents, Government Printing Office, Washington 25, D.C.



Continuous Inspection: Fresh Quality Produce

CONSUMERS in Boston and in Philadelphia can now buy prepackaged fresh fruits and vegetables that carry an official USDA quality grade and the words "Packed under continuous inspection of the U.S. Department of Agriculture".

The grade seal and the continuous inspection statement found on the packages of fresh produce give assurance that these products were packed under the watchful eye of a Federal or Federal-State inspector.

This inspector is a highly trained expert on fruit and vegetable quality. He checks each shipment of produce as it arrives at the packing plant, and watches while it is graded and packed in consumer-sized packages.

He makes sure that the continuous inspection marks are used only on packages of good quality produce. The marks aren't used if he finds objectionable defects, or anything that might materially lower quality before it reaches the consumer. Finally, he makes sure the produce going into each package meets the official U.S. Standards for the grade marked on the label.

Continuous inspection of fresh fruits

and vegetables is a relatively new service, offered to prepackagers by USDA's Agricultural Marketing Service. It is completely voluntary, and so is the use of the official marks. The prepackager asks for the service, and pays the costs because it gives his customers added assurance of good quality.

Sanitation also is stressed heavily under continuous inspection. When a packer applies for the service, AMS first makes a thorough study of his packing plant—to make sure he can meet the rigid sanitation standards. Then, the inspector stationed in the plant makes daily sanitation checks in all the packing and storage areas, and examines all the equipment. His report goes directly to the plant management if anything needs to be corrected.

Continuous inspection begins when the fruits and vegetables enter the plant, and continues through until they are packaged for the consumer.

The result of all this careful inspection? Each package carries assurance of its wholesome high quality—the U.S. grade label and the statement "Packed under continuous inspection of the U.S. Department of Agriculture."



New Insect-Proof Package

A NEW insect-proof multiwall paper bag may be among the more important developments in the 1960's for controlling insects that attack packaged food and feed products on the farm, in the home, and in commercial channels. The new bags, now in the experimental stage, are being tested by marketing researchers in the USDA's Agricultural Marketing Service, in cooperation with the chemical and packaging industries.

Good results were obtained with the bags under AMS laboratory conditions. In fact, no other packaging tested in a 10-year period in the laboratory achieved results as good as these bags. If further tests prove the bags to be equally insect-proof under commercial conditions, they could help protect millions of dollars worth of food products, seeds, and animal feeds that are now lost to insects every year.

A casual glance would reveal no difference in the new bags from many now in use. They're made of heavy brown paper, four ply (four layers thick), and stitched and taped at the ends. Both smooth and creped paper bags were included in the tests.

Despite the ordinary appearance of the bags, insects discovered a profound difference in them during tests in the AMS laboratory at Savannah, Georgia. The bugs spent two frustrating years

trying—in vain—to get to the flour and dry milk inside the experimental bags.

The experimental bags probably could have held out even longer, but the tests ended before any insects succeeded in getting into the food.

During the tests, marketing researchers kept nearly four million tantalized and hungry insects in the test room with the bags.

The bugs were of about 15 different kinds. Some, like the cadelles and lesser grain borers, can chew bags to lacework. Others, like the confused flour beetles and saw-toothed grain beetles, are adept at sneaking through the tiniest crevices in the package to get at the food. Ordinary bags would not withstand such a formidable siege for more than a few weeks, according to the marketing researchers.

What kind of a bag of tricks is it that can withstand such a siege? For one thing, the outer layer of the new bags was coated with an insecticide: methoxychlor. The insecticide effectively discouraged the bugs from trying to chew their way into the bags. The inner three layers of the bags protected the contents from coming in contact with the insecticide. But, before methoxychlor can be used commercially on bags containing food products, it must be approved by the Food and Drug Administration. Application for FDA ap-

proval has not been made at this stage of the AMS tests.

A clever feature of the new bags is the insect-tight closure. Insects seem to have a knack for squeezing between the stitches of even the most tightly sewn bags, or entering through the needle holes. The new bags' solution to this problem is a polyethylene-laminated tape applied over the stitches. After the bags are sewn shut, the tape is applied and heated to melt it just enough to fill the needle holes and glue the tape tightly over the stitches. Originally developed to make bags moisture-proof and airtight, this closure also keeps the insects from getting so much as an eyelash (if insects had any) between the stitches. Equipment is now commercially available for applying the polyethylene-laminated tape to the bags.

The insecticide coating and polyethylene tape-over stitching must be combined to provide long-term protection. Neither the coating nor the tape, if used alone, would keep all insects out. But when used together, they make the bags truly insect-proof.

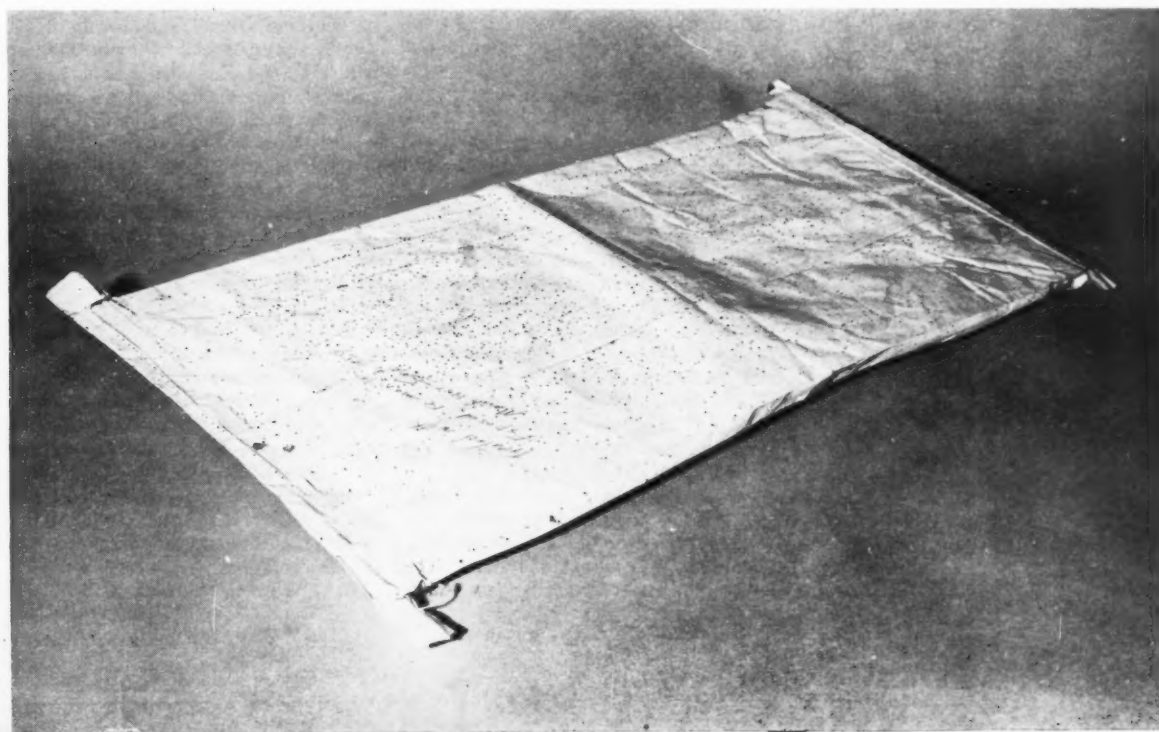
The tests were conducted by George R. Swank, Henry A. Highland, Patrick Merritt, Charles E. Metts, Richard Guy, and Dean F. Davis, members of the AMS Market Quality Research Division.

At left: a typical commercial flour bag. The ends are closed with tape, then sewn. But note the holes made at the needle punctures (emphasized with pencil markings at left end of tape) through which insects can easily enter. This bag has another disadvantage: it's the gusset type, with v-shape grooves down both sides. Insects easily enter the open needle punctures inside the expanded gusset when the bag is filled with flour. The bag at right is closed with a new heat-sealed tape to keep insects from squeezing between stitches of sewn bag or entering through the needle holes.





These multivall paper bags above, containing flour and dry milk, were exposed to numerous insects in a special room for 2 years. During this time none of the insects succeeded in entering the bags. The trick was a polyethylene-laminated tape applied over the stitching, plus an insecticide on the outer layer. Below, insects chewed holes all over this bag to get to the flour inside, despite use of a new insecticide coating, methoxychlor, on outer layer of four-ply bag. Insecticide was applied at a rate of 25 mg. per sq. ft. Insecticide kept all insects out, however, when applied in a heavier dose: 150 mg. per sq. ft.



One of the Nation's Most Successful—

The Hawaiian School Lunch P

HAWAII is many things—the dream of a mainlander's afternoon, a lush, semi-tropical vacation spot, and the newest State.

But beneath this romantic exterior is a thriving, bustling community. Industry, government, and education are major occupations in the Islands. Education is a particularly progressive field. Hawaiians have a great interest in the whole climate of education—learning, the school environment, and feeding programs. Because of this, the people of Hawaii have created one of the most successful school lunch programs in our Nation.

A majority of all Hawaiian schools—public and private—actively partici-

Hawaii spends 45 percent of its tax dollar on its schools.

pate in the National School Lunch Program of the USDA's Agricultural Marketing Service. Almost two-thirds of Hawaii's school children eat nutritious school lunches each day. The participation figure of 66.4 percent outstrips the national average of 32.7 percent.

Carefully controlled conditions and imaginative administration molded the lunch program status long before the admission date. Physical isolation from the continental United States has forced much of the program policy. The Hawaiian Islands are a volcanic group of 20 islands almost 3,000 miles from San Francisco. Four of the Islands—Oahu, Maui, Kauai, and Hawaii—hold most of the population. The others are small, sparsely settled, and scattered. Centralization of government, transportation, and communication is an absolute necessity.

The school lunch program is not a new thing in Hawaii. It has existed in one form or another since the 1930's. During the depression, federally donated surplus foods were used in Hawaiian schools, and cafeteria labor was supplied, mainly, from WPA rolls. All school lunch managers have been under civil service since 1941. With few modifications, this type of program advanced into the war years, which altered the shape, but not the substance of Hawaiian school feeding programs.

In 1946, with the passage of the National School Lunch Act, a huge step forward was taken. The national law established school lunch programs on a voluntary, non-profit basis as a nutritional and educational process. The few conditions set forth by law—safe-

guarding the health and well-being of the Nation's children, and encouraging the domestic consumption of agricultural commodities and other foods—were boosted by perceptive Hawaiian legislation.

Territorial legislators accepted the philosophy underlying the establishment of the national program, and spelled out additional provisions which gave them a solid and cohesive foundation to work from.

High standards of operation and sanitation were established for cafeterias. The complete participation of children was provided for. Working conditions were outlined. The program was placed within the total educational structure of Hawaii, and aimed at molding healthier, socially prepared future citizens. The Hawaiian lunch program is much more than a feeding activity. It is a large part of each child's school environment.

This intense interest in education is attributable not only to legislators, but directly to the people of Hawaii. Annual school budgets account for over 45 percent of the Hawaiian tax dollar.

Administratively, Hawaii reaped certain benefits not available to the States when the National School Lunch Program was established. It was treated as a State for administrative purposes; but as a Territory it enjoyed a greater degree of centralization in government than States on the mainland.

The transition from Territory to State has not changed the basic conditions necessary for the continued excellence of this school lunch program. These conditions are:

- The complete orientation and in-



Program

tegration of the program within the educational process which is given particular emphasis in Hawaii to meet educational and social needs in the Islands.

- The relationship between State Legislature, board of education and the school lunch program.

Without decisive leadership and imaginative approaches to solving management problems, the program would not enjoy its present success.

Hawaiian children eat Type A school lunches—balanced meals of fresh milk, fruit, vegetables, bread and butter, meat, poultry, or fish. All the nutritional elements necessary for balanced meals are present, in addition to well-planned menus and tasty preparation. Perhaps the only difference between Hawaiian menus and those on the mainland is a slightly greater emphasis on rice. Poi, luau foods, and other exotic dishes normally associated with the Islands remain in the home and the tourist trade.

Aside from eating school lunches, Hawaiian children have an intimate connection with feeding activities. As foreseen by program originators, Hawaiian children are developing better eating habits. One-third of the normal dietary requirements are supplied to children at school each day. In some cases, the school lunch provides the only milk a child drinks because of transportation problems. Much of Hawaii's food is imported. On the island of Molokai, for example, milk has to be transported from storage centers by barge.

Also, new learning experiences are derived from participation in the program. Each child pulls "a trick at KP" once a year, beginning in the elemen-

tary grades. This procedure follows a child throughout his school life. A child's appreciation and knowledge of the whole process of food preparation and feeding services grow. It helps the child meet and learn to work with people through public service.

The Islands depend upon a thriving trade for a large share of their wealth. The school children are participants in the economic life of their community, naturally, and school training in food handling and preparation gives them the experience necessary for profitable summer work. Several technical high schools have complete training programs in food handling and preparation.

Young people who attend these schools work in practical situations as part of their training. At Kapiolani Technical School (school for chefs and waiters), the public is invited to dine in the school's lunchroom facilities. It follows that students so trained will be able to render greater service to the community when they enter feeding projects and industries.

This process cuts two ways. The food trades and the tourist trades are aided by competent, youthful service, and the schools, when in session, are able to call upon qualified young people for service. Hawaii, in effect, has a reserve pool of responsible, capable and eager young people available for any large feeding enterprise.

Much of this success is due to the efforts of Mrs. Helen McGill, longtime school lunch director, and now director of home economics for the State Board of Education. Mrs. McGill set the standards, and over a period of years managed to build into the program high quality standards of operation, effectiveness, and service. Thousands of children have been helped through the untiring labors of Mrs. McGill.

Mrs. Florence Wagner, former assistant school lunch director for the Florida program, assumed responsibilities as Hawaiian School Lunch Director in January 1963.

Centralization in Hawaiian government eased establishment of the school lunch program. Since the Hawaiian Islands are separated by tracts of ocean, a central source of administration and co-ordination was necessary. Honolulu, the legislative seat, was chosen.

The Islands comprise a single school district, broken into four areas for smoother administrative functioning. The school lunch branch of the Board of Education is organized in exactly the same pattern. However, organization-

ally and fiscally, a transfer has been made since Statehood was accomplished. The school lunch branch now falls directly under the Office of Business Administration. Fiscal matters are made simpler under this plan of organization. The transition has not affected the program efficiency, a fact borne out by an analysis of the program by independent management consultants.

Daily receipts from individual school lunches account for most of the funds supporting the program. Additional boosts are given by State tax funds. Credit is granted to individual schools through the State Office of Business Administration for amounts of food used and money expended in school lunch operations. The U.S. Department of Agriculture funds allocated to Hawaii are deposited with the business office and used to "pay the grocery bill." The Hawaiian lunch program is largely self-sufficient; Federal cash and commodity assistance last year was 17.4 percent.

In 1961, the State Legislature passed a law limiting the cost of individual school lunches to 25 cents. In this way, a maximum number of children from all walks of life are better able to afford full participation in the lunch program.

Close communication between legislators, school lunch personnel and the people of Hawaii has shaped one of the most successful school lunch programs in our Nation.

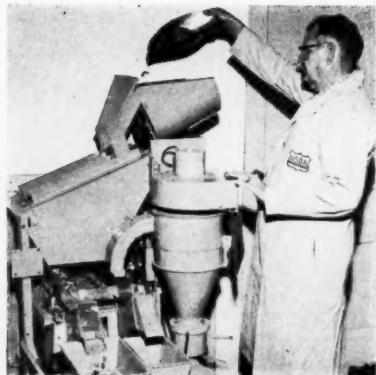
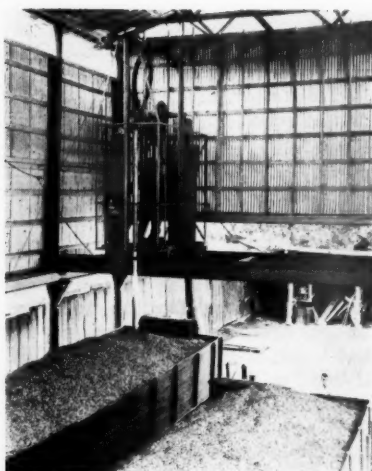
Each child does "KP" once a year, beginning in elementary grades.





Two types of samplers were developed to get accurate samples of the peanuts when they are sold. Spout-type sampler samples peanuts automatically as they're unloaded.

Pneumatic sampler is designed for sampling peanuts before they're unloaded.



This sample cleaner at left is still under development, has not yet been officially adopted for inspection work. It separates the foreign material from the peanuts, drops them into separate containers at bottom of photo. Inspector in right photo uses special quick calculator to determine the percentage of loose shelled kernels in the sample—and hence in the load. Note tray of foreign material in lower left which will also be computed.

New Equipment M Inspection More

New mechanical equipment is taking the place of old methods of peanut inspection—and peanuts are getting more accurate inspection.

With the new machinery, the Agricultural Marketing Service can inspect a 500-gram sample in less time than it took to inspect 100 grams by hand. The new method is more than twice as accurate because of the larger sample size.

Peanut inspection used to be a tedious job because the peanuts have to be cleaned, weighed, kernel sized, split open and examined. It's no wonder it took a long time by hand.

The inspection machinery was developed by Agricultural Marketing Service researchers, for use by the Agricultural Marketing Service. The inspection service is one of the AMS and State Departments of agriculture. It actually the entire crop of farmers' peanuts.



agricultural marketing

Machine Makes Peanut More Accurate

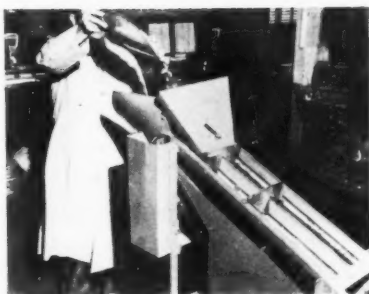
ment is taking the hand labor out of peanut growers and shellers' inspections as a result.

Every day, the Federal-State Inspection Service takes a 100-gram sample in less time than it takes to do it by hand. The inspection is more accurate because of the increase in

it used to be a laborious process, before the machine was developed. Each kernel had to be cleaned, shelled, and each half examined on both sides. No more by hand!

The machine was developed by AMS machinery, Inc., under the leadership of the Federal-State Inspection Service. The service is operated cooperatively by the Department of Agriculture and inspects virtually all farmers' stock peanuts each year.

Sheller (in background) automatically shells the peanuts 20 times as fast as it can be done by hand, and delivers kernels and hulls in separate containers.



Pre-sizer divides peanuts into three size categories for more efficient shelling.



Mechanical kernel splitter takes just 4 minutes to split all the kernels in a 500-gram sample. Separated halves drop onto wire screen conveyor, air blast from below turns them face up for inspection (left). Second conveyor turns them over so outer surface can be inspected (right), all automatically.



Mechanical screen shaker separates peanut kernels of different sizes, since kernel size is one factor of grade. Machine sizes each sample the same way, eliminates the human element present in hand screening.





Harbor workers in Bombay, India, pack shipload of U.S. wheat into bags for distribution by the India Supply Mission. The grain, which was shipped to India under the P. L. 480, Title 1 program, underwent inspection by AMS-licensed inspectors before leaving Port Allen, La.

Dependable Grain for Export

By HOWARD H. WOODWORTH

A GRAIN elevator at Port Allen, near Baton Rouge, La., prepares to load some 400,000 bushels of hard winter wheat onto a vessel for shipment to Bombay, India.

Below the vessel's deck, an inspector thoroughly surveys the "hold," to make sure it's clean, dry, and free of insects, rodents, and objectionable odors. He notes any discrepancies on his log.

The inspector, one of more than 700 State and commercial grain inspectors licensed and supervised by USDA's Agricultural Marketing Service, takes this step as one of several to make sure that grain of dependable quality moves into the channels of international trade.

Before it is shipped to nations abroad as a product of the United States, this wheat, and practically all shipments of grain like it, will be given a rigid inspection.

After making sure the ship's hold is in fit condition to receive the wheat, grain inspectors at Port Allen proceed to draw samples while the grain is be-

ing loaded onto the ship. Each sample is taken from one of the many sublots. Each sublot represents about 8000 bushels of grain.

Composite samples are made. From an inspection of the composite samples, taken at intervals during the several hours required for loading, the inspectors are able to determine the grade of the wheat, based on official USDA standards.

After "weighing" several quality factors—like the amount of dockage, foreign material, and shrunken and broken kernels, the class and subclass of the wheat, and the test weight per bushel which is used to indicate the plumpness of kernels—the inspectors are able to determine the grade.

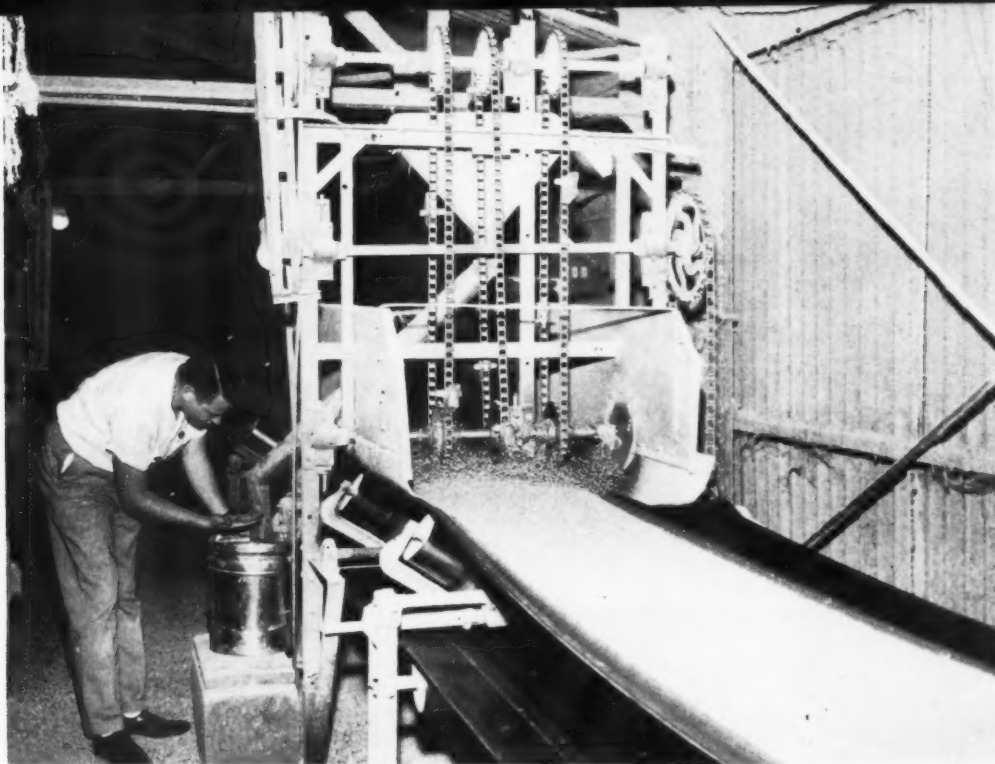
If any of the sublots does not meet the grade of the other sublots, they are graded separately. If an analysis of a sublot sample indicates that the quality of the grain being loaded is approaching a lower grade, the inspector notifies the grain elevator superintendent, who

can then make the necessary correction to prevent any off-grade grain from being loaded. "Sweetening" of the wheat is usually done by adding wheat of a higher quality.

Throughout the time they are drawing samples, the inspectors make a close check to determine whether there is weevil or other injurious insect infestation present in the wheat. If there is, the grain in the ship's hold may be unloaded, or treated with an insecticide, or graded separately.

The inspectors permit loading to be accomplished only in favorable weather to insure that the quality of the grain will be maintained after it is assigned a grade. If the exporter loads in adverse weather against the inspector's instructions, the inspector will refuse to issue an export certificate.

The export certificate means "money in the bank" for the exporter. This certificate, issued by the licensed inspector, shows the grade of the grain. An international bank, which usually



AMS grain inspector, watching for variations in quality, examines representative sample of grain drawn by mechanical sampler. Small scoops on machine revolve continually and take small samples from the stream of grain as it flows from the elevator to the ship's hold. More and more commercial elevator companies are installing these machines, which greatly facilitate inspection.

acts as the foreign buyer's agent in the United States, requires the exporter to submit the export certificate—as well as a weight certificate or bill of lading—before he is paid for the grain.

And, because of this export certificate, the overseas buyer of U.S. grain knows he is receiving what he has contracted for.

Last year, the volume of grain inspected, then shipped abroad, reached a record level of almost 1¼ billion bushels. This was 11 percent more than

the previous record, which was set in 1961.

Of the total, 38 percent was wheat; 31 percent, corn; 12 percent, soybeans; 8 percent, grain sorghums; 7 percent, barley; 2 percent, oats; 1 percent, rye; and 0.3 percent, flaxseed.

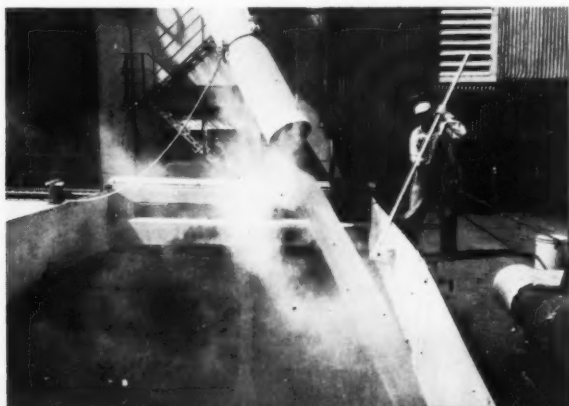
In a world grain market becoming more keenly competitive, supplying the quality that the foreign buyer wants is a must. And foreign buyers are becoming more and more quality conscious.

Recognizing this, the Agricultural

Marketing Service—working with farmers, merchandisers, processors, and State marketing agencies—is taking steps to insure that the procedures for inspecting grain and the U.S. standards for measuring grain quality will encourage the export of grain that is of the quality demanded by more discriminating buyers overseas.

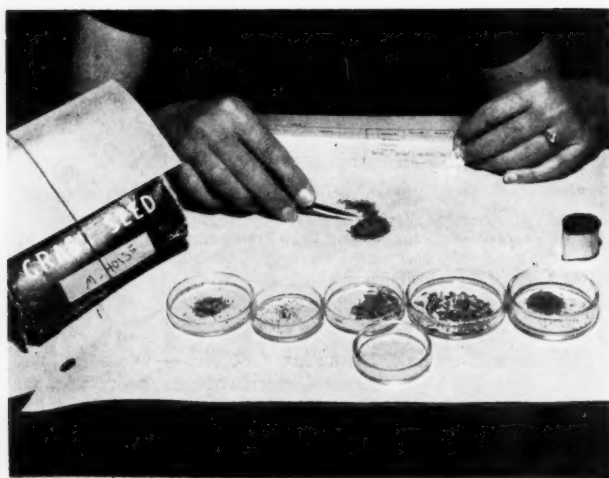
(The author is Chief, Inspection Branch, Grain Division, AMS, USDA).

An inspector (left), using a Pelican spout sampler, draws a sample of wheat as it is loaded into a ship's hold. This method, as well as the mechanical sampler, is used at export markets. At right, a composite sample is made from a number of similar samples.



Good Seed: Starting Point for A Good Lawn

By S. F. ROLLIN



Above—counting the healthy seedlings in a germination test. Through such testing, and close cooperative controls, the quality of seed is now better than ever before.



A good lawn is something every homeowner takes pride in.

And every homeowner who has ever planted a lawn knows the value of good seed. Without good seed, no amount of care and attention can aid in establishing a good lawn.

Just as the housewife checks the label of a food product to decide whether she wants it, you should carefully study the package label when you buy seed to plant a lawn.

The label provides important information about the seed, such as purity, germination ability, and the kind or variety.

This information is required under the Federal Seed Act for all seed moving across State lines, which is the case with most lawn seed. Administered by the Grain Division of USDA's Agricultural Marketing Service, this law is designed to assure you that the seeds you buy are as represented on the label.

The label must tell the kind of seed, and if the variety is named, it must be correctly named. The label must also state the percentages of pure seed, inert matter, and weed seeds. The germination rate and date of germination test must be shown. If the seed has been treated to control diseases or insects, the label must carry a statement to that effect. And it must contain the name and address of the shipper.

To protect you, the buyer, the Agricultural Marketing Service cooperates closely with State seed law enforcement agencies. Each of the States has its own seed law, which applies to seed sold and shipped within the State. In addition, all States cooperate in enforcement of the Federal Seed Act.

With this protection for the consuming public, seed moving into our marketing channels is now of better quality than ever before.

A little time spent in checking the label of the seed you buy can pay "big dividends." This extra care in buying will give you a good starting point for planting a lawn you'll later be proud of.

(The author is Chief of the Seed Branch, Grain Division, AMS, USDA.)

A New Endgate For Trucks Hauling Grain

By ALBERT H. GRAVES

AN easy-to-build, inexpensive endgate, designed by USDA's Agricultural Marketing Service for use on farm trucks hauling grain, can help cut down the time farmers spend unloading grain at country elevators. At harvest, when many grainloads must be delivered to the elevator in a short time, time is expensive to both the farmer and the elevator operator.

Unlike most commercial models, the endgate opens across the full width of the grain body (a complete-opening endgate), and is hinged at the top. As the truck is lifted for dumping, the gate swings out at the bottom and the grain flows out freely and quickly. Unloading is about twice as fast as when endgates with smaller openings are used.

After making a study of unloading rates at country elevators in the hard winter wheat area the author designed the endgate to be built by the farmer or elevator operator.

The author and Agricultural Engineer G. L. Kline found that a standard farm truck holding 200 bushels equipped with a complete-opening endgate, could be unloaded in about 53 seconds. A few trucks delivering grain to elevators in Kansas, Oklahoma and Nebraska, are equipped with complete opening endgates. Two other types of endgate used are the sliding endgate, with an opening 24 inches across, and a removable endgate, with an opening 36 inches across.

Grain must be shoveled from the corners of trucks equipped with these endgates, which accounts for part of the extra time required to unload them. Unlatching and replacing these endgates also takes more time than opening and closing the AMS-designed endgate.

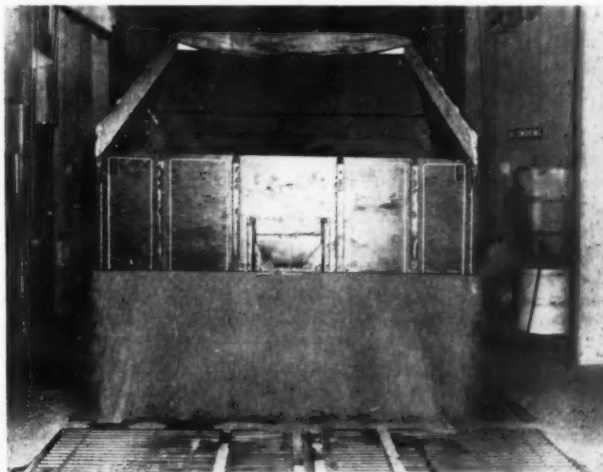
The endgate, easy to install and remove, is made of exterior plywood, standard pipe and steel angles. Estimated cost of materials to build the endgate is \$23. A small sliding gate, purchased from the local farm supply dealer, can be built into the complete endgate for use in unloading at the farm.

Details of construction are included in a forthcoming AMS report.

(The author is an industrial engineer, Transportation and Facilities Research Division, AMS).



The endgate opened for unloading. A steel bracket and bolt (above left), slipped through the endgate handle, form the locking device.



THE CHANGING MARKET

Markets and Weather

Ask any farmer what he wants most over radio and TV stations and he will probably say "weather reports and market news." These two important essentials will be transmitted to farm producers over the same circuit on the Mid-South Weather Bureau Network, covering five States, beginning April 1.

Specific weather information for certain areas is now being furnished 24 hours a day over ten teletype networks scattered from Florida to Oregon and from Texas to New Jersey.

The Mid-South Weather Bureau Network serves about 75 radio and television stations and a few newspapers in Tennessee, Mississippi, Louisiana, Arkansas, and Missouri. Headquarters for the network are in Memphis, Tenn.

By streamlining and briefing market news on commodities produced in local areas covered by the Weather Bureau networks, it is feasible to add them on the same teletype system.

It is not possible, for example, to carry market quotations on all the lengths, sizes, grades, classes and types of farm products in these new, short, market reports. The reports will carry, though, the trend of the markets for each commodity, a brief indication of supplies, or a few ranges in quotations or other significant developments on the markets. Most of the reports will run from 50 to 100 words.

Longer and more detailed reports are now being carried by the regular commercial wire services for radio and TV stations where more detailed reports are needed. Financial pages of most newspapers also carry detailed quota-

tions on the principal commodities marketed in most areas. Mimeographed reports are still important for some commodities—especially to producers, economists, researchers, librarians, transportation specialists and others who need detailed reports.

The new plan will add about 50 short daily, weekly, and seasonal market reports on all commodities on the same teletype circuit with the weather reports. Cotton market reports were carried on the networks last season and proved popular.

This project to make market news from the Agricultural Marketing Service available over the Mid-South Weather Bureau network is a new cooperative venture for both agencies.

There are, of course, other Weather Bureau networks in other parts of the country and in total these reach an estimated 300 radio stations not now carrying market news.

Whether or not the plan is extended will depend on experience with the initial venture, public interest in the service, and resources available.

Market news on agricultural products has expanded rapidly through the years, to cover nearly all wholesale or terminal markets, as well as the principal producing areas.

USDA-trained market reporters gather information on supply, demand, price, and other pertinent elements from both buyers and sellers while trading is in progress, and prepare reports for news outlets.

These reports must be short for spot use on most radio and TV stations because many listeners, especially urban, not directly interested in market news, would probably be unwilling to spend

their time listening to long accounts of the several commodities being reported.

Produce Unloads

Now there are four Produce Unload Summaries.

Two years ago the Fruit and Vegetable Market News Service began issuing consolidated annual summaries of fresh fruit and vegetable unloads in 41 cities around the country. Previously, summaries had been issued for each city individually. By consolidating the reports, the market news men were able to use the latest automated equipment and put the summaries together faster.

Now, the two annual summaries have grown to four. To reduce the size of the publications, and to show the unloads on the same geographical basis as the daily reports, AMS will issue separate summaries for Eastern, Southern, Midwestern and Western cities.

"Fresh Fruit and Vegetable Unloads in Eastern Cities," AMS-427, will cover unloads in cities east of Ohio and north of the Potomac River. A new "Southern Cities," AMS-493, report will cover cities south of the Potomac and Ohio Rivers and as far west as Fort Worth and San Antonio, Texas. "Midwestern Cities," AMS-492, has been added to include cities west of Pennsylvania and north of the Ohio River, as far west as Wichita, Kansas. The "Western Cities" report, AMS-428, will include Denver and the West.

You can get the summaries you need by writing to the Fruit and Vegetable Market News Service, Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C.

- Market News With Weather Reports for Farmers
- Four Produce Unload Summaries Now
- USDA Spent \$59 Million for 1963 School Lunch Program Foods
- 6.8 Million Persons Get USDA-Donated Foods
- More Use Food Coupons
- Grain Sampling Research Begins
- New Fruit and Vegetable Market News Office

1963 School Lunches

More than 291 million pounds of food worth about \$59 million have been purchased by the U.S. Department of Agriculture for schools participating in the National School Lunch Program for fiscal year 1963.

These foods were specially purchased to help improve the nutritional value of lunches served to the 15 million children in the 1963 program.

Although these amounts sound impressive, they provide only a few servings for each of the 15 million children in the program. For example, 60 million pounds of cut-up chicken provide 8 meals for the children during the school year.

About 80 percent of the foods needed for the year's school lunches will be bought locally by the schools.

Here is a list of the foods and amounts purchased in pounds:

Applesauce, 13,492,772; green beans, 12,023,200; frozen ground beef, 24,948,000; canned cherries, 24,520,840; frozen cut-up chickens, 60,000,000; canned boned chicken, 557,105; canned corn, 26,987,760; canned peaches, 24,125,640; canned pears, 12,000,000; canned peas, 11,751,600; canned pineapple, 5,401,850; canned plums, 6,210,000; pork canned in natural juices, 18,290,880; canned sweetpotatoes, 11,257,000; canned tomatoes, 29,576,692; and tomato paste, 10,101,600.

6.8 Million Given Food

It is estimated that approximately 6.8 million needy persons received USDA-donated foods during January.

This compares with a participation of 7 million in January 1962. With participation in the Food Stamp Program increasing, the amount of donated foods it replaced appears to be about offset by the additional counties and smaller cities that distributed donated foods to needy families last winter.

More Use Food Coupons

Preliminary reports indicate that total January recipients under the Food Stamp Program approached 215,000 persons. Helping to swell this total were the entrance of Evangeline Parish, La., and the City of St. Louis, as well as a 3,441 gain in Detroit. The increase in Detroit's participation was the first in 9 months, but the January total of 70,716 for Detroit was still considerably under last year's fiscal year peak of 86,348 and last January's total of 81,129. Other counties which showed sizable increases were Lucas, Ohio (up 2,139) and Nash, N.C. (up 1,879).

By the end of April, AMS expects participation to exceed a quarter of a million persons, in the 30 counties and 3 cities scheduled to be in the Food Stamp Program then. Expansion of the pilot phase will be concluded by June 30, when a total of 42 counties and the 3 cities will be in the program.

The Food Stamp Program is one of several AMS activities aimed at helping all Americans attain better diets while making more effective use of the Nation's farm products. It is a different approach to providing a greater variety of foods for low-income families, using a food coupon system in place of money at retail stores.

Grain Sampling Begins

Intensive study of mechanical samplers for possible use in official grading of grain was started recently by the AMS Market Quality Research Division. Three samplers operating on different mechanical principles will be evaluated in work to be conducted in several locations in North and South Dakota, Minnesota, and Montana.

When tests have been completed, AMS marketing researchers may offer recommendations for using mechanical samplers, or for improvements that may result in adoption of this new equipment by Federal-State inspectors and the grain industry. The work will be supplemented by research at the Watseka, Ill., experimental binsite on methods for probe sampling bins of corn.

New Market News Office

A new Federal-State market news office was recently opened in Princeton, Fla., to give Dade County fruit and vegetable growers more complete market information on which to base their marketing decisions.

The new office is a cooperative project of the Florida State Department of Agriculture, and AMS.

The Princeton office will issue reports combining supply and price information for the local area, terminal markets and other shipping areas. The reports will cover vegetables, and sub-tropical fruits, in season. Reports are available from the Federal-State Market News Service, P. O. Box 275, Florida City, Fla.

OFFICIAL BUSINESS

U. S. To Host World Food Congress

American industry and government will join forces to serve as hosts to the World Food Congress, the major international agricultural event of the year, in Washington June 4 to 18, 1963. Secretary of Agriculture Orville L. Freeman said recently.

Actions being taken by United States groups in preparation for the coming Food Congress were announced by Secretary Freeman as chairman of the Government World Food Congress committee named by President Kennedy. This committee works with the trustees of the American Freedom from Hunger Foundation who have been asked by President Kennedy to serve as a National Citizen's Host Committee for the World Food Congress.

The World Food Congress is being sponsored by the Food and Agriculture Organization (FAO) of the United Nations and is the major event in FAO's five-year international Freedom from Hunger Campaign which began in 1960. Approximately 100 nations will be represented and the attendance target is 1200. The Congress will meet in the State Department.

This convening of the Food Congress will also mark the 20th anniversary of the founding of FAO at Hot Springs, Va., in 1943.

The Congress will be an organized effort to pool existing worldwide experience in fighting hunger and malnutrition, to examine ways in which food production and use can be improved in the developing countries, and to aid in economic development.

It will bring together for two weeks administrators, scientists, and leaders in all aspects of agriculture, food and economic development.

The program calls for eight major addresses, plus 11 key addresses by

recognized specialists. The detailed work of the Congress will be carried out in four Commissions: Technical; Economic and Social; Education and Research; and People's Involvement and Group Action. Among speakers invited are: Arnold J. Toynbee, the historian; K. Gunnar Myrdal, Swedish economist; Secretary Freeman; Paul G. Hoffman, Director of the UN Special Fund; J. Kubitschek, former president of Brazil; and V.T. Krishnamachari, National Planning Commissioner for India.

Before and after the Food Congress, a special effort will be made through special tours to acquaint the visiting delegates with examples of American agriculture.

A special commemorative Freedom from Hunger-Food for Peace stamp will be issued by the Post Office on June 4, the opening day of the meeting.

Exhibits of agriculture in the United States and other countries are planned.

Members of the Government committee on the World Food Congress include, in addition to Secretary Freeman as chairman; Harlan Cleveland, Assistant Secretary of State for International Organizations; Richard W.

Reuter, Director, Food for Peace; and David E. Bell, Administrator, Agency for International Development.

Freedom from Hunger Foundation trustees with special responsibilities in World Food Congress planning include: James G. Patton, (President, National Farmers Union) President of the Foundation; Thomas M. Ware (President, International Minerals and Chemical Corporation) Chairman of World Food Congress Committee for the Foundation; Thomas C. Butler (President, Grand Union Company) Chairman, Finance Committee; and Robert D. McMillen (Vice-president, Corn Industries Foundation) Chairman, Tours Committee.

Program planning for the World Food Congress has been carried out by FAO in its Rome headquarters. Dr. B. R. Sen is the Director-General of FAO. S.Y. Krishnaswamy is the Secretary-General of the World Food Congress and he will establish his headquarters in the State Department in Washington early in April.

The Executive Secretary and U.S. Liaison Officer for the Food Congress is R. Lyle Webster, Room 1419, (OIC) State Department.

Wheat Growers to Vote May 21

WHEAT growers across the country will vote in a referendum on Tuesday, May 21, 1963 on whether they want the proposed 1964 wheat program. Two-thirds of those voting must vote in favor of the new program before it can be put into effect.

Larger wheat growers will be able to participate in the referendum as

usual. But this year the small wheat grower will also be able to vote, providing he signifies his intention to take part in the program before the referendum.

The 1964 wheat program has several new provisions. Details of the program are available at all local ASC offices in wheat-growing areas.

